IN THE CLAIMS:

1-5 (Canceled)

6. (New) A server system for providing consumer privacy, comprising:

an identity program for assigning a pseudo-identity to a consumer;

a consumer information database including specification regarding preferences or a product said consumer wants to acquire; and

an associated parsing program for creating:

a browsing key for communicating with a vendor of said product in the name of said pseudo-identity, and

a payment key for paying said vendor for said product in the name of said pseudo-identity, if said consumer purchases said product.

7. (New) The server system as recited in Claim 6 wherein said specification regarding a product contains a plurality of parameters.

8. (New) The server system as recited in Claim 6 wherein said consumer information database contains a consumer designated identification, password, password hint and contact information regarding said consumer.

9. (New) The server system as recited in Claim 6 wherein said identity program assigns a single use pseudo-identity.

10. (New) The server system as recited in Claim 9 wherein said server assigns a different single use pseudo-identity for each relationship.

11. (New) The server system as recited in Claim 6 wherein said consumer information database contains consumer preferences regarding the use of said pseudo-identity.

12. (New) The server system as recited in Claim 11 wherein said consumer preferences include an election to receive unsolicited promotions pursuant to parameters defined by said consumer.

13. (New) The server system as recited in Claim 11 wherein said consumer preferences include an election to place a restriction on any message addressed to said pseudo-identity.

14. (New) The server system as recited in Claim 6 wherein said product is a tangible product.

15. (New) The server system as recited in Claim 6 wherein said product is an intangible product.

16. (New) The server system as recited in Claim 6 further comprising said associated parsing program creating said browsing key for conducting a relationship in the name of said pseudo-identity.

17. (New) The server system as recited in Claim 6 wherein said server is associated with the Internet.

18. (New) The server system as recited in Claim 6 further comprising said identity program assigning a pseudo-identity to said vendor.

19. (New) The server system as recited in Claim 6 whereby said consumer information database contains a plurality of said product.

20. (New) The server system as recited in Claim 6 further comprising said associated parsing program for creating a shipping key for shipping said product in the name of said pseudo-identity.

21. (New) A server system for providing consumer privacy, comprising:

an identity program for assigning a pseudo-identity to a consumer;

a consumer information database including specification regarding preferences or a product said consumer wants to acquire; and

an associated parsing program for creating:

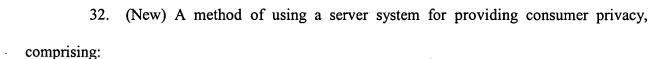a browsing key for communicating with a vendor of said product in the name of said pseudo-identity, and

a shipping key for shipping said product in the name of said pseudo-identity, if said consumer purchases said product.

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22. (New) The server system as recited in Claim 21 wherein said specification regarding said product contains a plurality of parameters.

23. (New) The server system as recited in Claim 21 wherein said consumer information database contains a consumer designated identification, password, password hint and contact information regarding said consumer.

24. (New) The server system as recited in Claim 21 wherein said identity program assigns a single use pseudo-identity.

25. (New) The server system as recited in Claim 21 wherein said server assigns a different single use pseudo-identity for each relationship.

26. (New) The server system as recited in Claim 21 wherein said consumer information database contains consumer preferences regarding the use of said pseudo-identity.

27. (New) The server system as recited in Claim 26 wherein said consumer preferences include an election to receive unsolicited promotions pursuant to parameters defined by said consumer.

28. (New) The server system as recited in Claim 26 wherein said consumer preferences include an election to place a restriction on any message addressed to said pseudo-identity.

29. (New) The server system as recited in Claim 21 further comprising said identity program assigning a pseudo-identity to said shipper.

30. (New) The server system as recited in Claim 21 whereby said consumer information database contains a plurality of said product.

31. (New) The server system as recited in Claim 21 wherein said server is associated with the Internet.

32. (New) A method of using a server system for providing consumer privacy, comprising:

entering consumer information into a database including specification regarding preferences or a product said consumer wants to acquire;
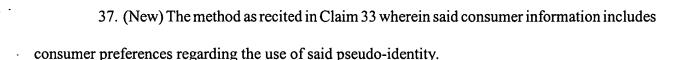
using an identity program to assign a pseudo-identity to said consumer; and

use an associated parsing program to create:

a browsing key for communicating with a vendor of said product in the name of said pseudo-identity, and

a payment key for paying said vendor for said product in the name of said pseudo-identity, if said consumer purchases said product.

33. (New) The method as recited in Claim 33 wherein said specification regarding a product contains a plurality of parameters.

34. (New) The method as recited in Claim 33 wherein said consumer information includes a consumer designated identification, password, password hint and contact information.

35. (New) The method as recited in Claim 33 wherein said identity program assigns a single use pseudo-identity.

36. (New) The method as recited in Claim 33 wherein said identity program assigns a different single use pseudo-identity for each relationship.

37. (New) The method as recited in Claim 33 wherein said consumer information includes consumer preferences regarding the use of said pseudo-identity.

38. (New) The method as recited in Claim 37 wherein said consumer preferences include an election to receive unsolicited promotions pursuant to parameters defined by said consumer.

39. (New) The method as recited in Claim 37 wherein said consumer preferences include an election to place a restriction on any message addressed to said pseudo-identity.

40. (New) The method as recited in Claim 33 wherein said product is a tangible product.

41. (New) The method as recited in Claim 33 wherein said product is an intangible product.

42. (New) The method as recited in Claim 33 further comprising said associated parsing program creating a browsing key for conducting a relationship in the name of said pseudo-identity.

43. (New) The method as recited in Claim 33 wherein said server is associated with the Internet.

44. (New) The method as recited in Claim 33 further comprising said identity program assigning a pseudo-identity to said vendor.

44. (New) The method as recited in Claim 33 whereby said consumer information database contains a plurality of said product.

45. (New) The method as recited in Claim 33 further comprising said associated parsing program creating a shipping key for shipping said product in the name of said pseudo-identity.

46. (New) A server system for providing consumer privacy, comprising:

an identity program for assigning a pseudo-identity to a consumer;

a consumer information database including specification regarding preferences or a product said consumer wants to acquire; and

an associated parsing program for creating:

a registration key for registering in the name of said pseudo-identity, where such registration may be required.

47. (New) A server system for providing consumer privacy, comprising:

an identity program for assigning a pseudo-identity to a consumer;

a consumer information database including specification regarding preferences or a product said consumer wants to acquire; and

an associated parsing program for creating:

a messaging key for communicating in the name of said pseudo-identity.